

Kadamba Foundation Strategy

Beleidsplan van de stichting

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The goals of Kadamba Foundation

The objective of the Kadamba Foundation is the publication, promotion and dissemination of books, music and other media carriers of Kadamba Kanana swami (Paul Kok) as a publisher. In addition, the Kadamba Foundation maintains its copyright and media archive.

With the proceeds from the sale of these media and donations, the Kadamba Foundation is committed to financially supporting African preaching projects. These projects are administered by The Peacock Tree trust (anbi) in South Africa, which are affiliated with the teachings of A.C. Bhaktivedanta Swami.

Main activities

- Production, sale and distribution of licensed books, magazines, music and all other media carriers
- Publication and management of the exclusive and non-exclusive licenses for translations,

- copyright management
- management of the media archive
- Organizing and or supporting events in honor of Kadamba Kanana Swami (Paul Kok)
- Supporting activities that bring the African community in South Africa into contact with the teachings of A.C. Bhaktivedanta Swami.
- systemic dissemination of spiritual knowledge

Detailed description of our goals

The foundation's activities are based on the teachings of the Vedic scriptures as taught by A.C. Bhaktivedanta Swami (1896–1977), founder of the International Society for Krishna Consciousness (ISKCON).

- Publishing magazines, books and other media carriers, as a publisher, with a view to achieving the above-mentioned purposes.
- To issue, manage and protect exclusive and non-exclusive licenses for the translation, production, sale and distribution of licensed magazines, books and other media carriers.
- Archiving and managing magazines, books and other media carriers.
- Managing and exercising the copyright of Paul Kok, with the pseudonym Kadamba Kanana Swami. This concerns all previously published media carriers such as books and music and future publications. Furthermore, previously published works under the name “Sabda” and “Sabda publishing” are also subject to copyright.
- Financial support of African preaching projects in South Africa that fall under the “The Peacock Tree” charity with the income and donations of the foundation.
- Systematically disseminate spiritual knowledge to the whole society and teach people techniques for leading a spiritual life to counteract the imbalance of values in life and thus bring real unity and peace to the world.
- Spread Krishna consciousness as revealed in the *Bhagavad-gita as it is* and the *Srimad-Bhagavatam*, and all other books by A.C. Bhaktivedanta Swami Prabhupada.
- Teaching and promoting the *sankirtana* movement, the communal chanting of the holy names of God as revealed in the teachings of Lord Sri Caitanya Mahaprabhu.
- Ownership management of website domains used for publishing, promoting and selling the above items. It concerns the primary domain: kadambafoundation.com and companion domains such as kksblog.com, kkscontacts.com.

The foundation, as a charity, does not aim to make a profit.

How we reach our goals

The implementation of Kadamba Foundation's objective includes the following activities;

Publication of books, music and other media carriers

As a publishing house, the Kadamba foundation will reissue existing publications and produce new books and music albums, among other media carriers.

There are 3 future books that the Kadamba Foundation will publish, these are:

- Bhakti Vision (2025)

In addition, there are at least 1 or 2 music albums that are planned or will be completed. These are:

- Morning program album
- Compilation album(s)

Licenses

The Kadamba Foundation issues licenses for the translation, production and also sale of the books, music and other media carriers. With these licenses, the Kadamba Foundation manages and protects the distribution of media and monitors the correct financial settlement.

Royalty

– Managing and exercising the copyright of Paul Kok, with the pseudonym Kadamba Kanana Swami. This concerns all previously published media carriers such as books and music and future publications. Furthermore, previously published works under the name “Sabda” and “Sabda publishing” are also subject to copyright.

The implementation of the above objectives allows the Kadamba Foundation to finance new products and related costs. In addition, financial support can be given to preaching projects such as, but not limited to, “WUSA”, “Jiva Jago SA”, “ISKCON Soweto” and “ISKCON Hammanskraal”.

notice

Future registration of the name “Kadamba Foundation” as a trademark right, cq patent, for the exercise and management of the brand worldwide.

Media archive

The archive consists of media, such as music recordings, books, magazines, audio and photos of Paul Kok, Kadamba Kanana Swami. These media carriers, whether digital or not, must be

stored correctly to prevent data loss. In addition, new recordings, texts and photos are regularly added in an organized manner. And this media is again made available for publication and sale.

The archive, and the publication, takes place via the primary website domain kadambafoundation.com, the online store, the YouTube channel, and other (social) media platforms (e.g. Instagram, Spotify, Facebook, etc).

Existing domains, such as kkswami.com, kksblog.com, kkscontacts.com will eventually be transferred to the primary domain.

Our income and expenses

The foundation generates income from the sale of books and music through online stores, at events, through streaming platforms (such as Youtube, Spotify) and through other social media. In addition, the foundation receives donations and members can make regular donations through membership programs. And income can be obtained through a bequest or an inheritance or through fees for services performed by the foundation.

Expenses

The expenditure of the collected funds, and goods, is divided among these items;

- (re)publication of books, writings and music
- promotion of the books, writings, music, audio, video and photo material
- registration, management and exercise of copyright
- management of the media archive and investments
- administration and accounting
- Funding "The Peacock Tree" charity in South Africa

The board members receive no remuneration for their work. The board of Kadamba Foundation does not reward volunteers. Expenses can, after presentation of payment receipts, be declared with the permission of the board.

Reservations

Money is reserved annually for future investments in book publishing and the maintenance of the media archive.